

2023–24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



The Marketing, Sales & Communication Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of marketing, sales and communication such as customer service, social media, marketing campaigns, marketing analysis, selling techniques, etc.

Event Overview

Division: Collegiate

Event Type: Team of 1, 2, 3 or 4 members

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 12-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table for preliminary round; table, projector & screen for final round

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15th of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Some competitive events start prior to the Opening Session of the NLC.

2023-24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience, unless specifically stated in the case study.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.

2023–24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



- The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. It is up to final-round competitors to determine if they wish to use the technology provided. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023–24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



Case Study

Anaanu.com: Expanding Reach and Enhancing Student Engagement

Overview

This case focuses on Anaanu.com, a free grade-research website for college students. The challenge is to devise innovative marketing strategies to increase awareness and user adoption among college students across the country.

Problem Statement

- **Issue:** Despite offering valuable services, Anaanu.com is not widely known among its target audience: college students. The key problem is developing effective marketing and communication strategies to enhance brand visibility and encourage widespread adoption of the service.
- **Significance:** Addressing this issue is crucial for the growth and sustainability of Anaanu.com, impacting its ability to support students' academic pursuits.

Specific Elements to Address

- **User Base Identification:** Who is the primary user base for Anaanu.com? Conduct an analysis of the potential market segments and justify which segment(s) should be targeted as the primary users. Consider factors like demographics, academic interests, and digital behavior analysis.
- **Enhanced Marketing Strategy Development:** Develop three marketing strategies for Anaanu.com. Each strategy should focus on a different aspect of marketing:
 - Digital Campaign
 - Assume the Anaanu team has no background in digital marketing. What are the key factors to think about when creating a digital campaign? (For example: Websites to use, timing of campaigns)
 - On-campus Engagement
 - What are the three main ways to engage students on campus and how do they compare in terms of overall cost and the number of students reached?
 - Innovative Outreach
 - Suggest an innovative outreach method that hasn't been widely used in the industry. This could be a new technology application, a unique partnership, or a creative content approach. Describe how this method will effectively reach and appeal to your target audience.
 - Success Metrics
 - Define clear criteria for measuring the success of your proposed marketing strategies. What metrics and benchmarks would you use to evaluate the effectiveness of each strategy in terms of user engagement and adoption rates? Include both qualitative and quantitative measures.

Background Information

Anaanu was founded in 2016 by Ganesh Annan, a Virginia Tech college student seeking a side project to enhance his computer programming skills. He noticed that students were choosing

2023–24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



their courses with minimal information about their professors, often relying on upperclassmen's perspectives, if available. Many people resorted to external websites, where students posted polarizing opinions. However, these were unreliable, reflecting the extreme experiences of a few.

Ganesh gained access to the university's database of professors' grading histories, recognizing its value for students selecting courses. He dedicated his summer to developing the website's initial version and began promoting it among fellow students and large clubs and organizations.

The website has since grown in popularity, now featuring more than 30 universities and serving hundreds of students. While it was easy to raise awareness about the site at Virginia Tech, the current challenge lies in marketing the tool to students across the country.

Students generally use the website at four major times throughout the year:

1. Requesting courses for the Fall semester, before the semester starts
2. Dropping and adding courses right at the beginning of the Fall semester
3. Requesting courses for the Spring semester, before the semester starts
4. Dropping and adding courses right at the beginning of the Spring semester

Note: This schedule can vary from university to university based on their timelines for the above dates. Some universities are on other systems such as trimesters. Students also use the website during off-peak times for general research on professors and taking courses during summer and winter months.

Lastly, the name has special significance. “Aaanu” means spider in Ga – a language spoken in Ghana. From generation to generation, folk tales illuminate the stories about the spider's intelligence and resourcefulness. Likewise, this site empowers users to make informed decisions about your course choices and professors by providing them with intelligent and insightful information. Whether you are scrambling to find the perfect professor for your 8 A.M. class or just trying to compare courses using pure data, look no further, Aaanu is the answer.

2023-24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



Marketing, Sales, and Communication Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User Base Identification <i>Conduct an analysis of the potential market segments and justify which segment(s) should be targeted as the primary users.</i>	<i>No user base identified</i>	<i>User base identified, with no justification of segments discussed</i>	<i>User base identified, with justifications of segments identified, but details missing</i>	<i>In depth analysis of the potential market segments, with justification for primary users. Demographics, academic interests, and digital behavior analysis all considered.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Marketing Strategy: Digital Campaign <i>Key factors are identified with a digital campaign created</i>	<i>No digital campaign shared</i>	<i>Digital campaign shared, with only 1-2 key factors identified</i>	<i>Digital campaign shared, with 3-4 key factors identified</i>	<i>Digital campaign shared, with 5 or more key factors identified, with details included</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Marketing Strategy: On-campus Engagement <i>Three or more ways identified to engage students on campus</i>	<i>No on-campus engagement shared</i>	<i>One way identified to engage students on campus or limited information available</i>	<i>Two ways identified to engage students on campus, or details missing</i>	<i>Three or more ways identified to engage students on campus, with detailed cost comparisons and number of students reached</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Marketing Strategy: Innovative Outreach <i>Innovative outreach method detailed and described effectively reaches and appeals to target audience</i>	<i>No innovative outreach shared</i>	<i>Outreach method described, with limited information available</i>	<i>Outreach method described, with details missing</i>	<i>Innovative outreach method detailed and described, effectively reaches, and appeals to target audience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Success Metrics <i>Clear criteria defined for measuring success, with qualitative and quantitative metrics and benchmarks identified to effectively evaluate each strategy</i>	<i>No success metrics shared</i>	<i>Criteria defined for measuring success, with limited metrics and benchmarks identified</i>	<i>Criteria defined for measuring success, with details still missing</i>	<i>Clear criteria defined for measuring success, with qualitative and quantitative metrics and benchmarks identified to effectively evaluate each strategy</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2023-24 Competitive Events Guidelines

Marketing, Sales & Communication Case Competition



Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					